Backer & Spielvogel, Inc.
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October 31, 1986

Mr. Claude Beck
Media Director
PHILIP MORRIS, U.S.A.
120 Park Avenue
New York, NY 10017

Re: Revised Corporate Media Test Plan

Dear Claude:

Attached for your reference is a copy of the latest revision of the Philip Morris Election-Related Corporate Media Test Plan, reflecting the following changes and additions:

- o In Dover, DE, only one 3-page ROP insertion will be run in the Delaware State News, instead of two as previously planned.

- o The Bus-to-the-Booth campaign will be run in only two markets (Louisville and Dover) instead of running in 36 markets as originally projected.

- o In Louisville and Dover, two Bus-to-the-Booth 1-page ROP insertions will run instead of only one; total cost of Bus-to-the-Booth ROP is now $24.0(M).

- o New exhibits added:

  - separate flowcharts for Tulsa, Dover and Louisville, where schedules vary somewhat.

  - circulation analysis, by week and per insertion.

  - costs by market and publication, on a per insertion and total plan basis.

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Principals: Carl Spielvogel, William M. Backer, G. Robert Holmén, Robert H. Lenz, Stephen M. Leff, Robert R. Meury

Source: https://www.industrydocuments.ucsf.edu/docs/skdm0004

As shown in the attached, the cost of this test plan is now $457.2(M). This is a reduction of $242.8(M) versus the previously projected figure of $700(M), due primarily to the reduction of the Bus-to-the-Booth campaign to only two markets.

If you should have any questions, please feel free to call.

Sincerely,

Phil Ross

Phil Ross
Media Planner

PR/sc
Attachment
cc: PM
C. Lee
- K. Miller

B&S
L. Aulebach
C. Decker
B. Harris
S. Leff
B. Polas
J. Schoenfeld
B. Svete
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